

SSARS  
COMMUNITY IMPROVEMENT PROGRAM

MRS. HARRY R. LAUBER









# SUMMARY REPORT BLANK

1966-68 Community Improvement Program  
GFWC / The Sears-Roebuck Foundation

Club Name The Woman's Club of Arcadia Date February 27, 1968  
City/Town Arcadia Population 47,250 Number of Members 196  
Type of community Residential State Calif.

(If this is a joint entry, list all participating federated clubs. If additional space is needed, use the other side of this form)

In completing this report under the following headings use the CIP Workbook, particularly pages 12 and 13, for additional guidance.

Briefly describe project(s) The construction of two beautiful slate structures to be built at the cost of \$1,400.00 at the eastern and western entrances of our city on Highway 66, which will hold the organizational emblems of the National Service and some Civic and Cultural clubs of Arcadia.

State reason for choice of project(s):

See attached pages

Tell extent of community cooperation:

See attached pages

8. Outline permanent results (tangible and intangible):

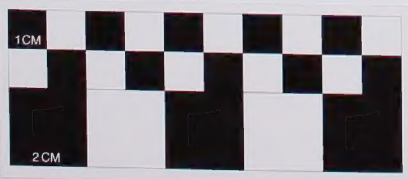
See attached pages

Signed: Eva E. Rothenberger  
President

1225 Oaklawn Road  
Street or RFD, Box Number  
Arcadia, Calif. 91006  
City/Town State Zip

255-6945  
Telephone #

- Make three copies of this Report.
- Mail one alone or with additional narrative and/or scrapbook to the state address designated.
- Mail one to the CIP Office, 1734 N St., N. W., Wash., D. C. 20036
- Retain one for your club files.





1. State reason for choice of project

The choice of this project is three-fold.

First, to give the Service, Fraternal and Civic organizations of Arcadia a place to display their club medallions. There is no existing structure for this purpose in the community.

Secondly, to display and promote the C.F.W.C. roadside sign in our city which has never been done before.

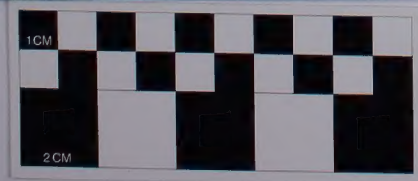
Thirdly, to sponsor the development of two beautiful entrances, one at each end of our city, to be built in the median strip on Huntington Drive (Highway 66). We feel this would be an excellent contribution to City Beautification.

Our first step started at City Hall with the Planning Director. Several conferences followed with the Director of Public Works and City Manager. Our goal, to identify the areas of limitations resulting from city ordinances. The next hurdle to surmount, was to locate an architect who would be willing to donate his services to the Woman's Club. Such a firm was Beckhart & Mills of Los Angeles, who were most enthusiastic with our concept of displaying organizational roadsigns, and developed truly outstanding plans for us, which were presented to the City Council by Mrs. Harry Lauber, project chairman and accepted March 9, 1967.

2. Tell extent of community cooperation

Letters explaining our project and inviting their participation, plus outlining the benefits to them and the community, were sent along with copies of the blueprints of the project to each Service Club, Elks Club and the American Legion.

On February 11, 1968, the local newspaper (Arcadia Tribune) released the story giving us front page coverage, with an artist's conception of the



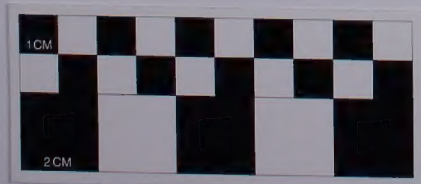
completed project across the entire top of the front page. From this release, four clubs which had not been contacted, The Friends of the Library, Arcadia Garden Club, Junior Chamber and Junior Woman's Club, contacted the chairman and wanted to be included. In the case of the Friends of the Library, they are having a medallion specially designed, as they feel this is a great addition to the community and will help them promote their group. (Copies of some of the letters of confirmation are included in this report)

The Arcadia Woman's Club has done all the coordinating, from concept of the idea to projecting, to acceptance by the City Fathers, to selling the idea to fifteen different clubs and finally, the construction. We have a bid from the Department of Public Works for \$1,400.00. The City Manager was contacted last week and construction should start and be completed by the end of March.

Construction problems at the eastern entrance to the city were compounded by restrictions from the County Flood Control district, which owns a portion of the land required by us. After filing for a building permit in June of 1967, this problem came to light and plans had to be revised, allowing for only nine insignias. After the tremendous response from the community in January of 1968, with fifteen clubs wishing to participate, the plans again are being revised in order to accommodate the same volume as the other entrance, which space limits to seventeen.

Several details also remain to be worked out concerning the material of the medallions. It is desired that they will be case in bronze for esthetic value, as well as maintenance, but here again, cost is a problem.

It should be pointed out at this time that, due to financial problems, of our club, this project had to be organized, projected, accepted (and will be completed this spring) with the cost to our club coming to only \$100.00





our share of the construction costs. This made all contacts a selling job! We even got the City to waive the cost of the building permit. Copies of blueprints, plans and services were all donated.

Another problem was selling the cost to others, they all liked the idea and wanted to be a participant, but for many clubs \$100.00 was high plus the cost of two emblems.

We felt our selling job was very good on this as we have enough to complete the program. All have indicated a desire to participate with the exception of two refusals, and two that have not answered our letter to date.

### 3. Outline permanent results (tangible and intangible)

The Manager of the Chamber of Commerce and City Councilmen, among many, have commented on the excellence of this contribution to the city.

These structures are permanently built of slate and landscaped. They will be maintained by the City.

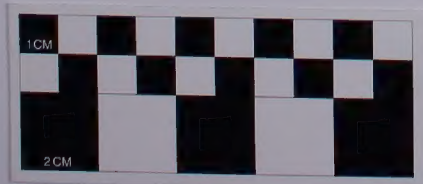
Organizations sharing the construction costs of \$100.00 each are the following:

- |                                |                         |
|--------------------------------|-------------------------|
| 1. The Woman's Club of Arcadia | 9. Kiwanis              |
| 2. Altrusa Club                | 10. Soroptimist         |
| 3. Garden Club of Arcadia      | 11. Junior Chamber      |
| 4. Friends of the Library      | 12. Junior Woman's Club |
| 5. Civitan                     | 13. Lions               |
| 6. Exchange Club               | 14. Elks                |
| 7. Rotary                      | 15. American Legion     |
| 8. High Twelve                 |                         |

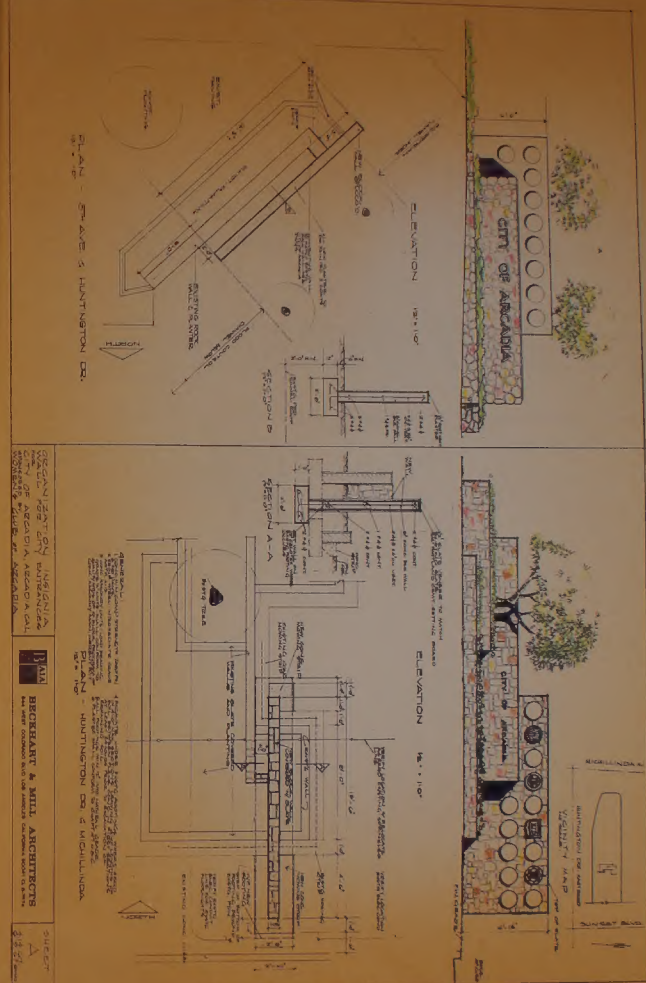
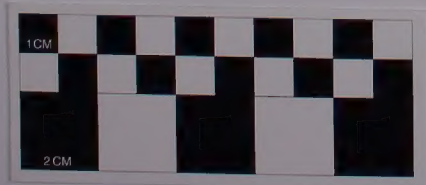
Each club has shown great enthusiasm for this project as it gives them an opportunity to demonstrate their pride in their own club by having an outstanding place to display their emblems. But the most important factor



Our ultimate hope would be that other communities of California would develop similar means of displaying their service club insignias in an attractive way that would contribute to the beauty of each city of our fair state.









811 W. Colorado Blvd. L.A. 41, U.S.A. 900-709-1



May 1, 1967

Mrs. Harry Lauber,  
Planning Commissioner  
City of Arcadia  
240 West Huntington Drive  
Arcadia, California

Dear Mrs. Lauber:

As per the last telephone conversation with you, I will await your signal before filing the documents with the Building Department for the new structures in the median strip for the City of Arcadia.

If we may be of service in any other way, please let me know.

Sincerely,

*John S. Mill*

John S. Mill

JSM:gb





*The Woman's Club of Arcadia*  
ARCADIA, CALIFORNIA

September 1, 1967

Mr. John S. Mills  
844 W. Colorado Blvd.  
Los Angeles, Calif.

Dear Mr. Mills:

The Woman's Club of Arcadia wishes to thank you and Mr. Beckhart for your most outstanding contribution of blue prints and plans for our community project, 1966-67.

After a summer hiatus, we will be moving forward on the project again very shortly and Mrs. Lauber, our project chairman, will keep you apprised of our progress. We wish to say, at this time, your generous and gracious gift will not only benefit the Woman's Club, but will be a lasting beautification for the City of Arcadia and of service to all participating organizations.

We are indeed indebted to you and your associates for your kind consideration.

Very truly yours,

*Eugene C. Rothberger* President  
(Mrs. Eugene C. Rothberger)







*The Woman's Club of Arcadia*  
ARCADIA, CALIFORNIA 91006  
January 29, 1968

Mr. Peer Clausen, President  
Kiwanis Club of Arcadia  
Arcadia, California 91006

Dear Mr. Clausen:

It has been many years since clubs in Arcadia have had a place to display their roadside insignias.

Since your organization is one of the leading service clubs in town and civically oriented, I am sure you will be most interested in the attached plan. It is sponsored and coordinated by The Woman's Club of Arcadia, as our Community Improvement project for 1967-1968 and has been accepted by the City Council. It is to be built in the median strip on Huntington Drive at the entrance to the city.

This attractive slate wall is for the purpose of displaying the insignias of the Service and Fraternal organizations of Arcadia.

All preliminary costs have been covered. However, the construction cost of this phase is to be shared by all participating clubs. The total cost is figured at (\$1,000.00) one thousand dollars and with ten or more groups involved, the cost to each club will be approximately (\$100.00) one hundred dollars, and the furnishing of your own emblem.

Since this is a Community-wide City beautification program, I heartily encourage you to participate, as this project can bring credit and recognition from local and state levels to your group.







*The Woman's Club of Arcadia*  
ARCADIA, CALIFORNIA 91006

space on the plan has been reserved for your organization. Please let me know the wishes of your membership not later than February 15, 1968, as we cannot proceed with construction until we have confirmation of intent from the participating clubs.

If you wish any further information, please call me at my home, 355-6945. I shall be most happy to help in any way.

Sincerely yours,

(Mrs. Harry R. Lauber)  
Community Improvement Chairman  
The Woman's Club of Arcadia







### THE WINNER'S CIRCLE

ARCADIA  
JAYCEES

388 WEST HUNTINGTON DRIVE  
ARCADIA, CALIFORNIA 91006



1891

1. 1921-1922

and you have understood.

Thank you speaking with you re: 123 and our  
our edition in the near future.

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W. F. Faxon



ARCADIA ROTARY CLUB  
P O Box 1236  
Arcadia, California 91006

February 17, 1968

Mrs. Harry R. Lauber  
Community Improvement Chairman  
The Woman's Club of Arcadia  
1225 Oaklawn Road  
Arcadia, California

Dear Mrs. Lauber:

I am pleased to inform you that our board of Directors has authorized the participation of our Club in the City beautification program by having our insignia displayed at the entrances to the City.

It is our understanding that walls will be constructed at Huntington Drive and Michillinda and at 5th Avenue and Huntington Drive and that our portion of the cost will not exceed \$100. We also understand that our Club will be responsible for furnishing the two emblems to be placed in the walls for our Club.

The Woman's Club of Arcadia deserves high commendation for sponsoring and coordinating this significant project and we are privileged to participate in it.

Sincerely yours,

*J. Lyle Cunningham*  
J. Lyle Cunningham, President





# Arcadia Tribune

A FOOTHILL INTER-CITY NEWSPAPER



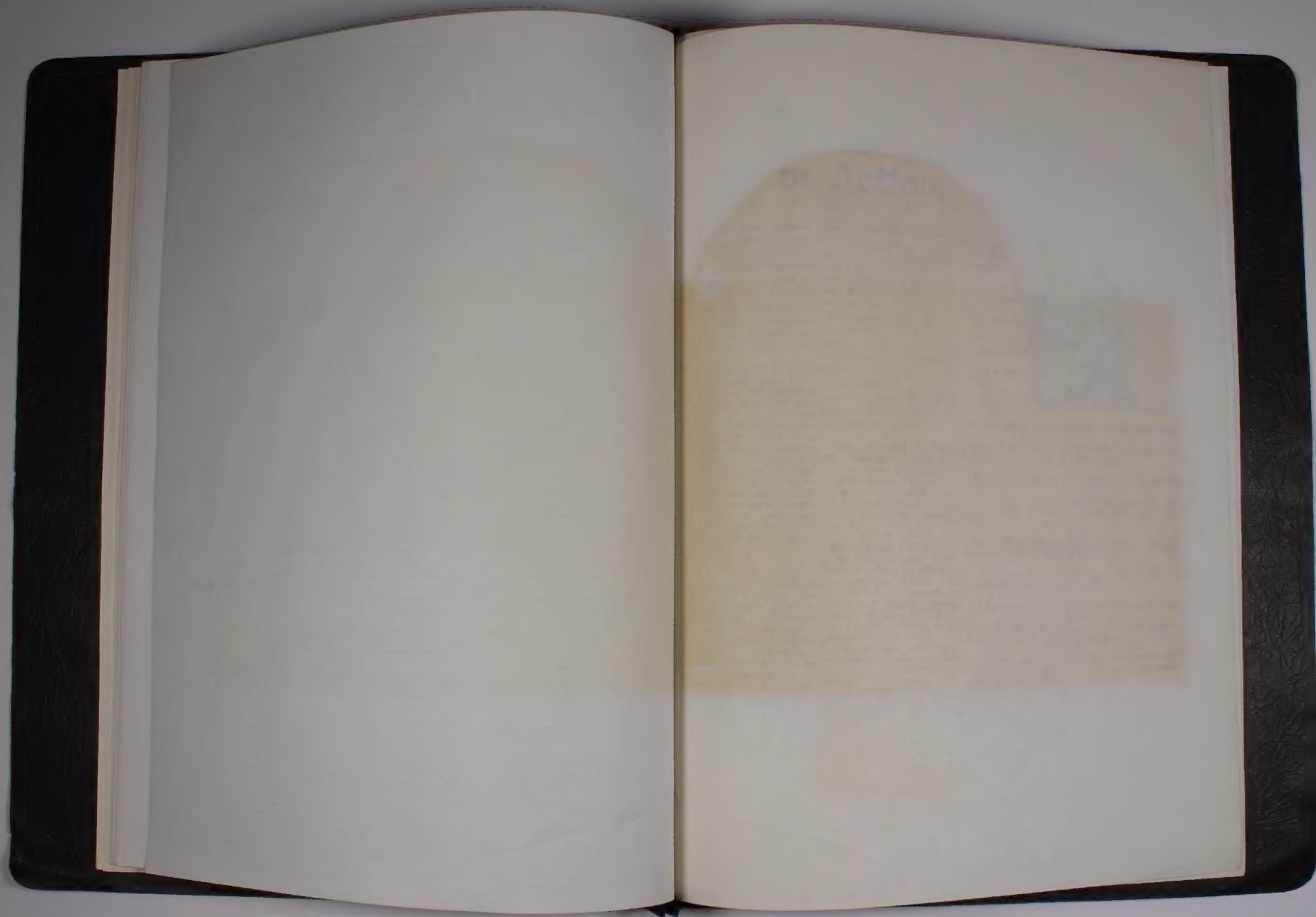
Plans for the proposed to the Arcadia City Council Tuesday night calling for additions to entry stands at Fifth Avenue and Washington Drive, and at Washington Drive and Main Street. Entrance to these organizations will be displayed on the corners. The project is sponsored by the Arcadia Woman's Club in a city.

## Woman's Club Project

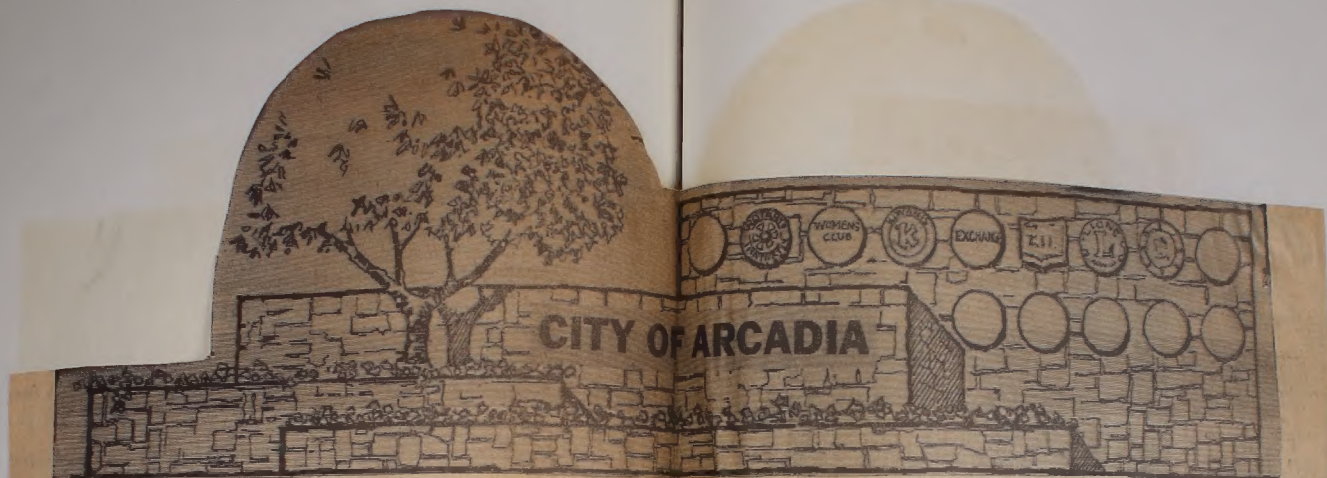
# City Entry Additions Okayed

The plans for the proposed to the Arcadia City Council Tuesday night calling for additions to entry stands at Fifth Avenue and Washington Drive, and at Washington Drive and Main Street. Entrance to these organizations will be displayed on the corners. The project is sponsored by the Arcadia Woman's Club in a city.









ARTIST'S DRAWING of the proposed new entrance way to Arcadia shows how the completed project might look. New additions (right) will be added to the already existing

planters and will display organization emblems. The project is being sponsored by the Woman's Club of Arcadia. Civic clubs are being asked to help in construction costs.

Chairman of the project, Mrs. Harry Leuber said construction will begin as soon as the various clubs give their intent to participate. (See story below).

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Arcadia, Calif. 91006



# Arcadia Tribune

A FOOTHILL INTER-CITY NEWSPAPER

1967  
PRIZE-WINNING NEWSPAPER  
of the  
CALIFORNIA NEWSPAPER  
PUBLISHERS ASSOCIATION

Sixteen Pages

ARCADIA, CALIFORNIA, SUNDAY, FEBRUARY 11, 1968

Vol. XLII, No. 12





#### Woman's Club Project

### Arcadia Entrance Markers Developed

Two entrance ways into Arcadia, displaying medallions of the various service and fraternal organizations in the community, will soon become a reality due to the work of the Arcadia Woman's Club. (See picture above).

Letters have been mailed to all leading service club and fraternal organizations in the city inviting their participation in this city-wide community improvement and beautification project.

The project which gained approval of the Arcadia City Council last March was designed by John Mill, a member of the firm Beckhart and Mill Architects, Los Angeles.

Standing six feet high and measuring 15 feet in width, the structures will be constructed of dark slate on which cast bronze emblems of the various organizations will be hung. The extra slate walls will be added to the already existing city entranceways at Huntington Drive and Fifth Avenue and Huntington Drive and Michillinda Avenue.

Mrs. Harvey Lauber, chairman of the Woman's Club project said that although construction is ready to begin, the project cannot be started until confirmation of intent is received from Arcadia's civic clubs and organizations.

Cost of the project is estimated

at \$1400. Each club is being asked to contribute \$100 towards the project construction. According to Mrs. Lauber no city funds are being used for the new construction. All preliminary costs have been absorbed by the Woman's Club.

She said that the additions would be a vast improvement over other communities that display their organizational emblems on sign posts and added that the project may very well qualify for city beautification awards. Mrs. Lauber said she hoped that each organization will be an early participant so that construction can begin.

Arcadia Tribune  
Feb 11th 1968





